

THE LITTLE BARN



CONCEPT

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The Little Barn is a child centric hands-on animal experience that aims to bring a natural environment, sensory fun, and therapeutic adjacent properties – anxiety reduction, confidence building – to all children right at the foot of the Santa Monica Mountains in a prime nature-focused location that is accessible through many forms of transportation.

The Little Barn also supports its child-focused animal programs with toddler groups, continuing education and support groups for parents and care-givers that focus on all aspects of raising a child in an attempt to create a supportive and nurturing community.

Combining The Little Barn's for-profit and not-for-profit business elements also offer amazing experiences for children and parents of all economic status and physical and mental capacities.

THE LITTLE BARN

The Little Barn is more than a petting zoo or a therapeutic animal center – it's the only nature based animal experience on the Westside of Los Angeles with many different points of access:

OPEN HOURS: During open hours children can drop in to play, pet, feed, and ride animals. \$25

SCHEDULED CLASSES: Throughout the day a variety of set classes – such as “Pony Club” – meet. Here, a small number of children work together in a team setting to care for and ride the ponies. Over time, the children will bond with specific animals and graduate through different levels of responsibility, accomplishment and knowledge. These classes have therapeutic benefits such as anxiety reduction and self-esteem building. Price Varies – \$45-\$75.

BIRTHDAY PARTIES: On the weekends The Little Barn offers an ideal location for birthday parties. \$1200.

PARENT SERIES: Supporting the animal program, The Little Barn also offers parent lectures, parenting classes and continuing education in its indoor space run by licensed MFTs and parenting facilitators. Price Varies – \$45-\$75.

NOT FOR PROFIT: Designated hours allow for low income families, school fieldtrips and special needs programs to visit free of cost. No Charge.

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Animals

The Little Barn will be home to several different child friendly animals. Some animals are known for their “service” properties such as miniature horses. Other miniature animals – like a micro-miniature cow, miniature teacup pigs, and small stature rabbits will also call The Little Barn home, adding to the interactive animal experience. Animals are chosen based on temperament and will be child friendly. Animal health and cleanliness are paramount for ensuring a happy, healthy and hygienic The Little Barn environment.



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Natural Environment

The Little Barn experience aims to introduce children to a calm, hands-on nature environment. Studies have shown that spending time outdoors reduces stress for children and help them focus and concentrate better. Additionally, spending time bonding with animals helps children break through barriers, achieve goals, improve self-confidence and strengthen self-esteem. It's also noted that spending time with most animals brings psychological benefits. Children who experience nature and animals have a unique ability to grow – socially, emotionally, and across many developmental platforms.

Screen Time Dominates Kid's Play

U.S. children's average free-time hours per week, by activity type*

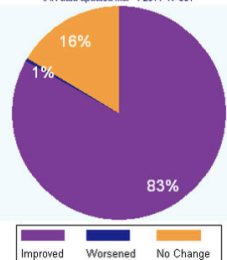


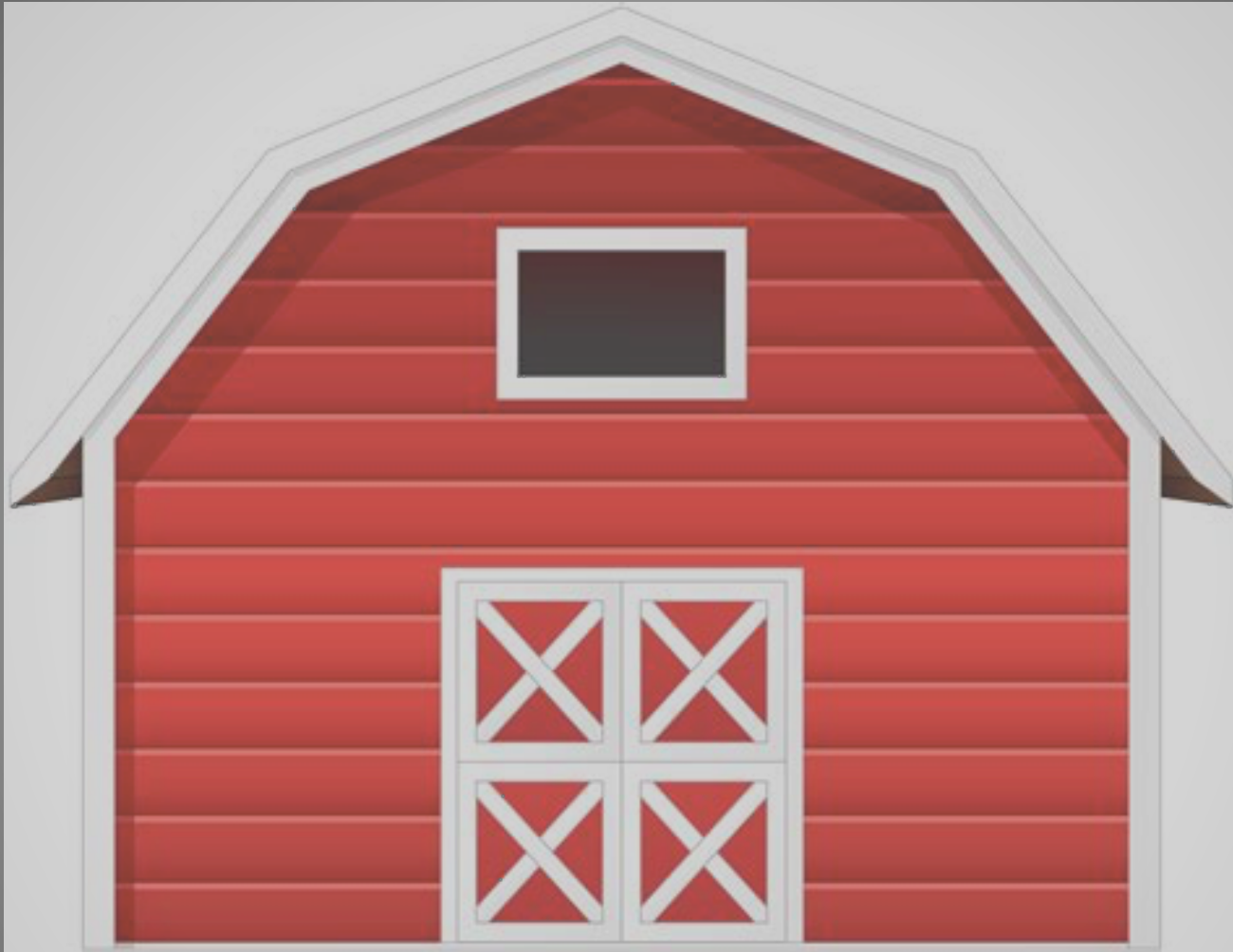
n=1,271 parents/caregivers
* Children aged 2 to 10. According to parents.
© Statista Source: Gallup

statista

Animal-Assisted Therapies

Parents' Report of Experience So Far
(ANI data updated Mar. 4 2011 N=391)





OPERATIONS

THE LITTLE BARN

Operational & Logistic Information

The Little Barn is fully insured and will have a fulltime on-site manager and stable hand for site cleanliness as well as animal hygiene and care during operating hours (8am – 6pm Barn Hours & Office Hours).

Animal experts (horseshoes, etc.) and veterinarians make frequent visits and are always on call to ensure animal well-being.

The Little Barn would also retain equine therapists, MFTs, as well as additional therapeutic staff to help curate its programs. These specialists and additional specialty speakers would also be engaged as needed as program curriculum evolves.

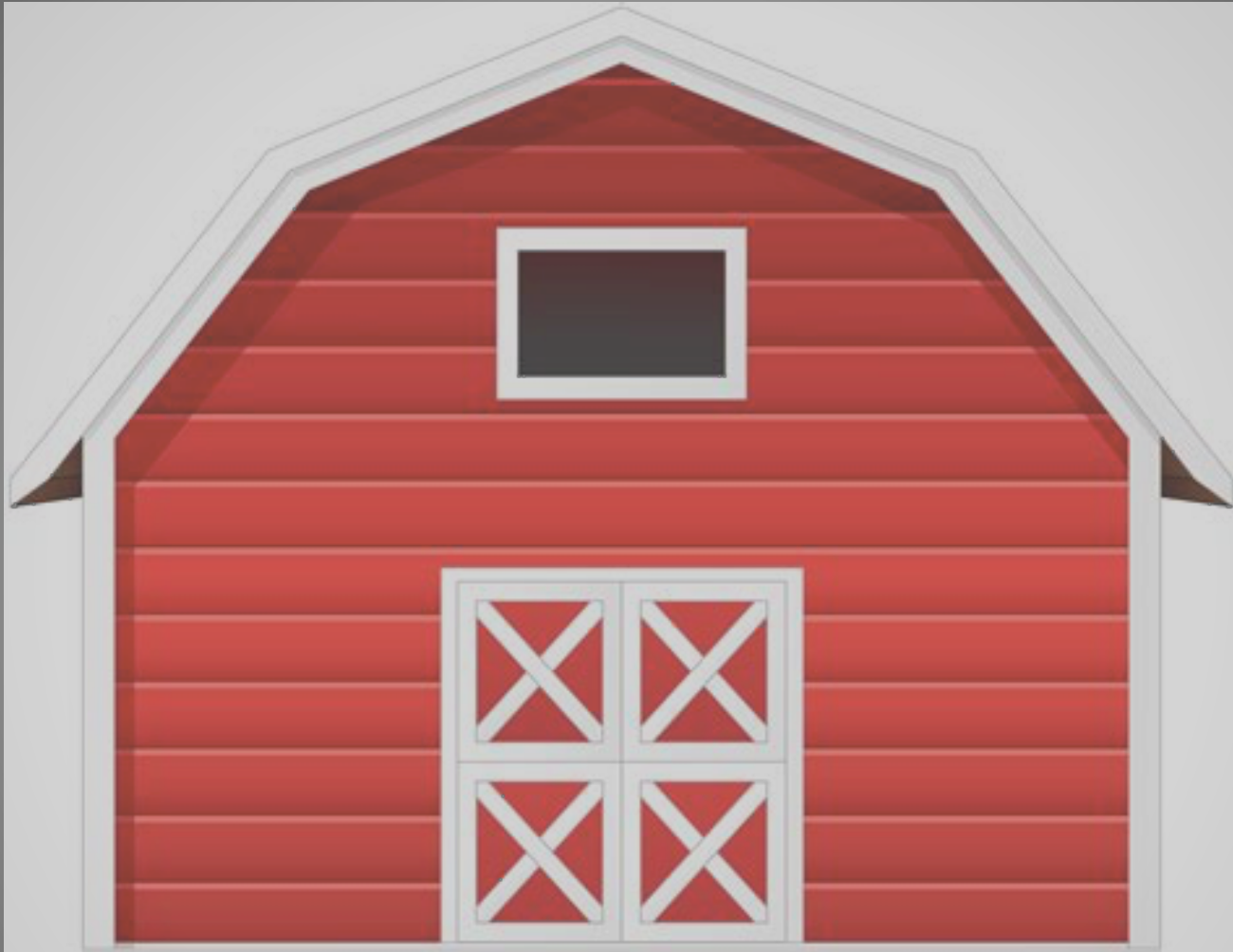
The Little Barn would offer a restroom for customers.

The Little Barn would provide a food staging area to prep snacks and birthday party food. Food would be served away from animals on designated picnic tables within The Little Barn facility. Additionally, an indoor coffee station would be set up for parents and caregivers. Garbage and recyclables will be properly handled and reusable service ware used when possible.

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Potential Hours Of Operation & Sample Schedule

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:30-9:15 Open Barn 9:30-10:30 Toddler 1	8:30-9:15 Open Barn 9:30-10:30 Toddler 1	8:00-9:15 Animal Care 9:30 – 11:30 Not For Profit Field Trip	8:30-9:15 Open Barn 9:30-10:30 Toddler 1	8:00-9:15 Animal Care 9:30-10:30 Toddler 1	9:30 – 11:30 Birthday Party	9:30 – 11:30 Not For Profit Open Barn
11-12 Toddler 2	11-12 Toddler 2		11-12 Toddler 2	11-12 Toddler 2		
		12:30 – 2:30 Not For Profit Field Trip			12:30 – 2:30 Birthday Party	12:30 – 2:30 Birthday Party
12:30-2 Open Barn 2:15 – 3 Pony Club 2	1-1:45 Pony Club 1 2:15 – 3 Pony Club 2		12:30-2 Open Barn 2:15 – 3 Pony Club 2	1-1:45 Pony Club 1 2:15 – 3 Pony Club 2		
3:15-4 Pony Club 3 4-5 Parent Club 1	3:15-4 Pony Club 3 4-5 Parent Club 1	3 – 6 Open Barn 4-5 Parent Club 1	3:15-4 Pony Club 3 4-5 Parent Club 1		3 – 6 Open Barn	3:30 – 5:30 Birthday Party
5-5:45 Pony Club 4 7:00 – 8:00 Parent Club 2	5-5:45 Pony Club 4 7:00 – 8:00 Parent Club 2	5-5:45 Pony Club 4 7:00 – 8:00 Parent Club 2	5-5:45 Pony Club 4 7:00 – 8:00 Parent Club 2	5-5:45 Pony Club 4		



TEMESCAL GATEWAY

THE LITTLE BARN

Temescal Gateway Park Location & Revenues

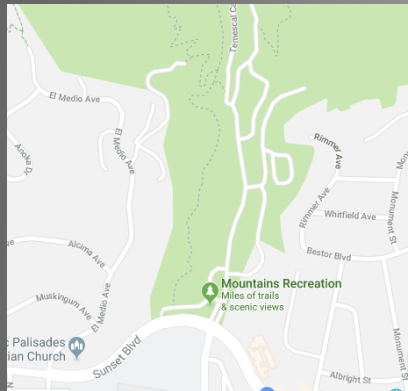
The Little Barn hopes to establish itself in the beautiful and natural environment of the Santa Monica Mountains at Temescal Gateway Park. Like Griffith Park on the east side of Los Angeles, Temescal Gateway Park can house animals. There's even lore of the famous pig "Happy." The Little Barn wants to offer a nature-based animal experiences to young children while positively contributing to the park's revenue through rent, donations and parking. The Little Barn fully supports any consultant or study done to determine and mitigate any negative environmental impact.

Over the past two years, various animal experiences offered in Pacific Palisades, Brentwood, West Los Angeles, Mar Vista, Venice, and Santa Monica have closed operations due to location and permitting issues, creating a real void for hands-on animal and nature based experiences on the Westside. Families on the Westside now venture to Orange County, Moorpark and Griffith Park – driving over 45 minutes – seeking out a natural environment animal experience for young children. The Little Barn fills this void while also bringing families from across Los Angeles to the natural environment of Temescal Gateway Park and generating revenue through parking and other ancillary means.

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Temescal Gateway Park Location & Revenues

While The Little Barn is open to many locations, scouting has identified two areas that might create ideal locations. **Location A:**



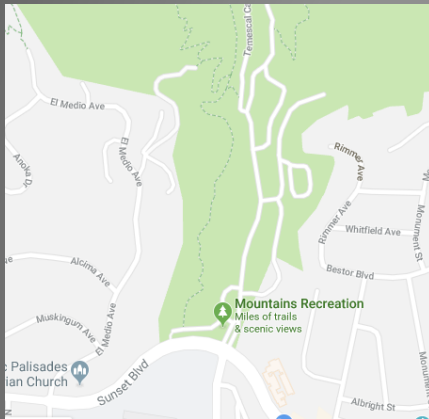
Temescal Gateway Park Location

- 1) Cabin – Classes & Speaker Series
- 2) Picnic Tables – Birthday Party Location
- 3) Stable & Animal Coral

THE LITTLE BARN

Temescal Gateway Park Location & Revenues

While The Little Barn is open to many locations, scouting has identified two areas that might create ideal locations. **Location B:**



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Temescal Gateway Park Partnership

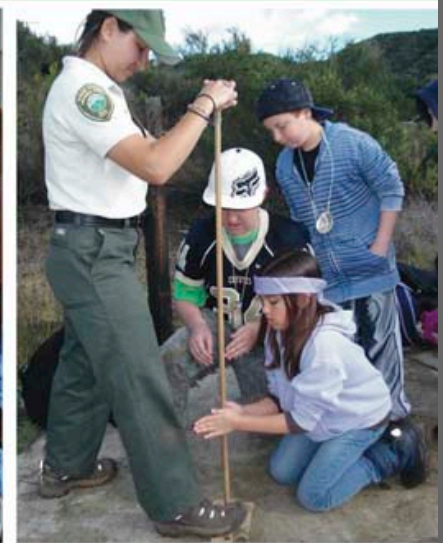
The Little Barn feels it's message also aligns with the Temescal Gateways Park's Outdoor Education Program and its dedication to helping all children have a hands-on and enriching outdoor experience. Nature – and further more interaction with animals – can have a profound impact on youth and help expand their view on the plant, nature and thus help impact how they choose to be citizens of the world.



Mountains Recreation and Conservation Authority

Residential Outdoor Education

King Gillette Ranch • Temescal Gateway Park



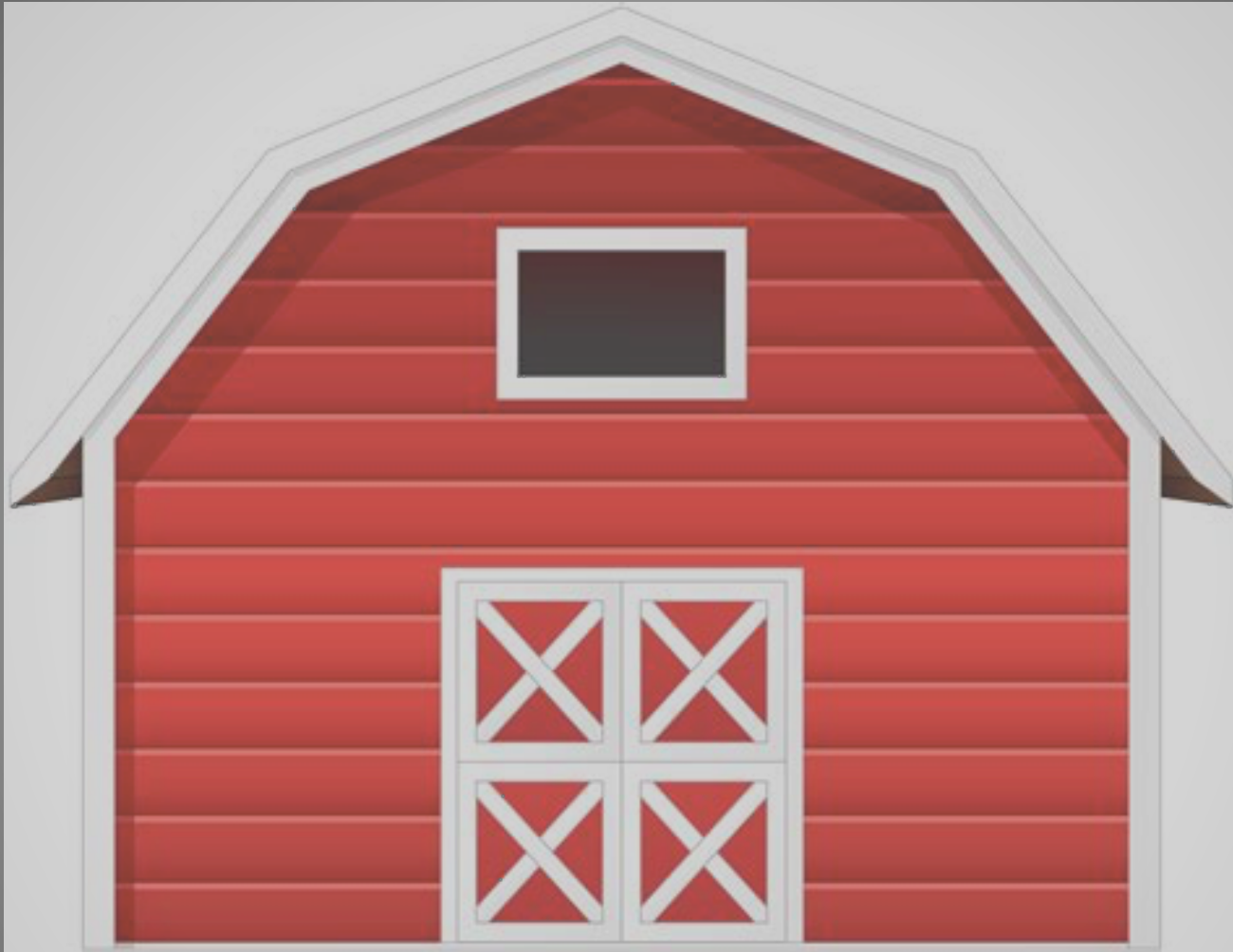
Learning Through Exploration

THE LITTLE BARN

Temescal Gateway Park Location & Revenues

The Little Barn also hopes to generate revenue for the park through parking. While the Temescal Gateway Park parking lot is often crowded on weekends, it's relatively empty during the week. The Little Barn would utilize existing parking lots. Each hour The Little Barn has its doors open it hopes to have between 8-12 children or parents at its facility. This would equate to (plus / minus) 8-12 cars per hour entering into the Temescal parking lot. Birthday parties can host up to 24 children, allowing for more revenue of those days.





FOUNDER

THE LITTLE BARN

Owner / Operator

Rachel Speiser Schwartz is an Emmy Award winning television development executive/ producer, Author, and the mother of three children; two biological daughters and the third a stepson. Mrs. Schwartz knows firsthand the challenges of parenting not only a blended family, but a family where each child has a different temperament, interest, ability, strengths and weaknesses. As a parent – and animal lover – Mrs. Schwartz found that animals were often a common language that helped all her children see their abilities in a positive light; while laughing, learning responsibility, and experiencing nature.

Helping with the financial and business aspects of The Little Barn is Rachel's husband and co-owner Jeff Schwartz. Jeff manages a Private Equity Fund in Los Angeles, California with approximately 500 Million Dollars under management. In his over 15 year career in Investment Banking and Private Equity, Jeff has sat on the board of directors of many publically and privately held companies.

Rachel Speiser Schwartz

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